

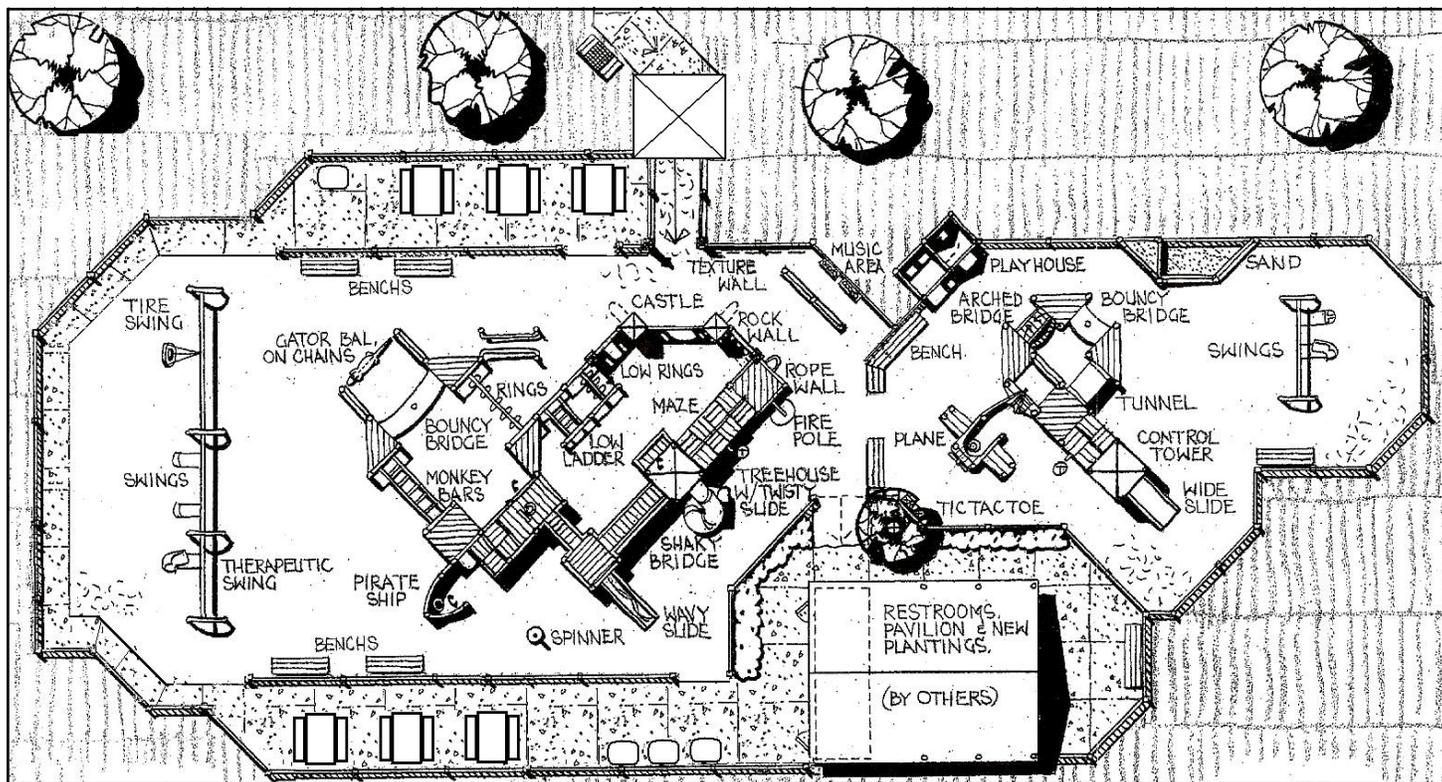
Sharon Johnston Park Playground Project

Sponsorship Information Package



783 Coleman Rd.
New Market, AL

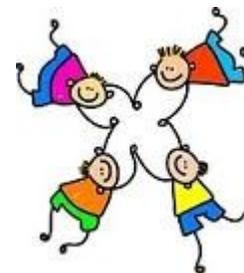
Let's Build a Playground



LEATHERS ASSOCIATES



Playground Build
May 11—15th, 2011



Join us Online at
[Facebook.com/PlayAtSharonJohnstonPark](https://www.facebook.com/PlayAtSharonJohnstonPark)

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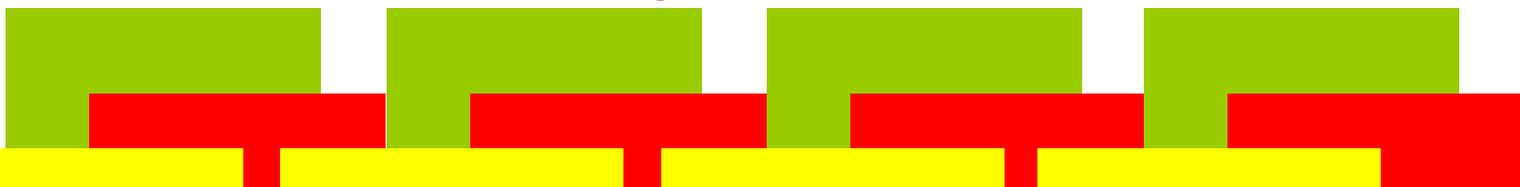
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Thank You!

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Project Committee Contact Information

General Coordinators

Jenny Barrett, Park Director (256) 990-9791 jbarrett@co.madison.al.us
Kristina Bass (256) 603-0987 klbass@bellsouth.net

Fundraising

Pam Ward (256) 714-6798 pamward113@yahoo.com

Public Relations

Libby Webb (256) 503-2534 webb.libby@gmail.com

Design & Special Features

Niki Sothers (256) 337-7403 nsothers@hsvbg.org

Special Needs

Mary Ellen Pollard (256) 468-2635 mjpollard@mchsi.com

Volunteer Coordinator

Children's Committee & Childcare

Food Committee

Construction Captain Chair

Dee Hill (256) 990-6131 dee.hill@huntsvilleal.gov

Materials

Robert Bass (256) 652-0016 robert200@bellsouth.net

TOOLS

Stan Patterson (256) 379-3944 sakpatterson@mchsi.com



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Introduction to Project

Community-built projects inspire everyone who participates with a sense of ownership, so much so that they become a focus of community life. Participants have described their community-built playground as **the experience of a lifetime**. Families who had helped build would return for picnics and bring out-of-town guests to show them what the community accomplished together.

Play at Sharon Johnston Park Playground Project is a small grassroots group of volunteers that have joined together and is supported by the Madison County Commission and the Sharon Johnston Park Director. Our goal is to create a community-built playground at Sharon Johnston Park that promotes active play, stimulates imagination and is accessible to children with varying abilities. Although the playground is going to be located on county property, the county is not directly involved with the fundraising for the playground; we are a separate project committee. We are committed to building an exciting new venue for childhood entertainment, exercise and education right here in Northeast Madison County and New Market, AL. We would like to share with you an incredible opportunity to build community goodwill through sponsorship.

We have chosen to work with Leathers & Associates, a design firm that specializes in custom-design community-built projects. Leathers has designed more than 2,000 playgrounds throughout the US and seven foreign countries, including several right here in Huntsville and the surrounding area.

Together, our goal is to build a new & unique accessible playground at Sharon Johnston Park.

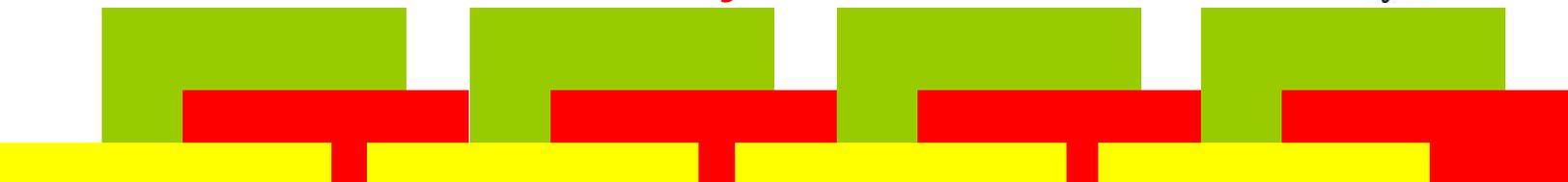


We believe children deserve a chance to play independently with their peers. Inclusive play brings children of varying abilities together, fostering acceptance and friendships. One in ten children have some sort of disability including physical, cognitive, learning, visual, and hearing. Our design has various spaces that are fun for all children, and also can help special-needs children advance in areas that require additional attention and provide therapy through play.

The playground will be built by hundreds of volunteers from the community during build week, **May 11-15, 2011**. Building the playground with free volunteer labor will save over 25% of the cost compared to a manufactured installed playground, which means every dollar you donate will go even farther! The total budget for the playground, new bathroom & pavilion is approximately \$185,000 of which we've raised a little over \$72,000. All contributions are tax deductible.

We need assistance from business sponsors, individuals and families to meet our goal. Join us and help bring to life a custom playground for the residents and visitors of northeast Madison County.

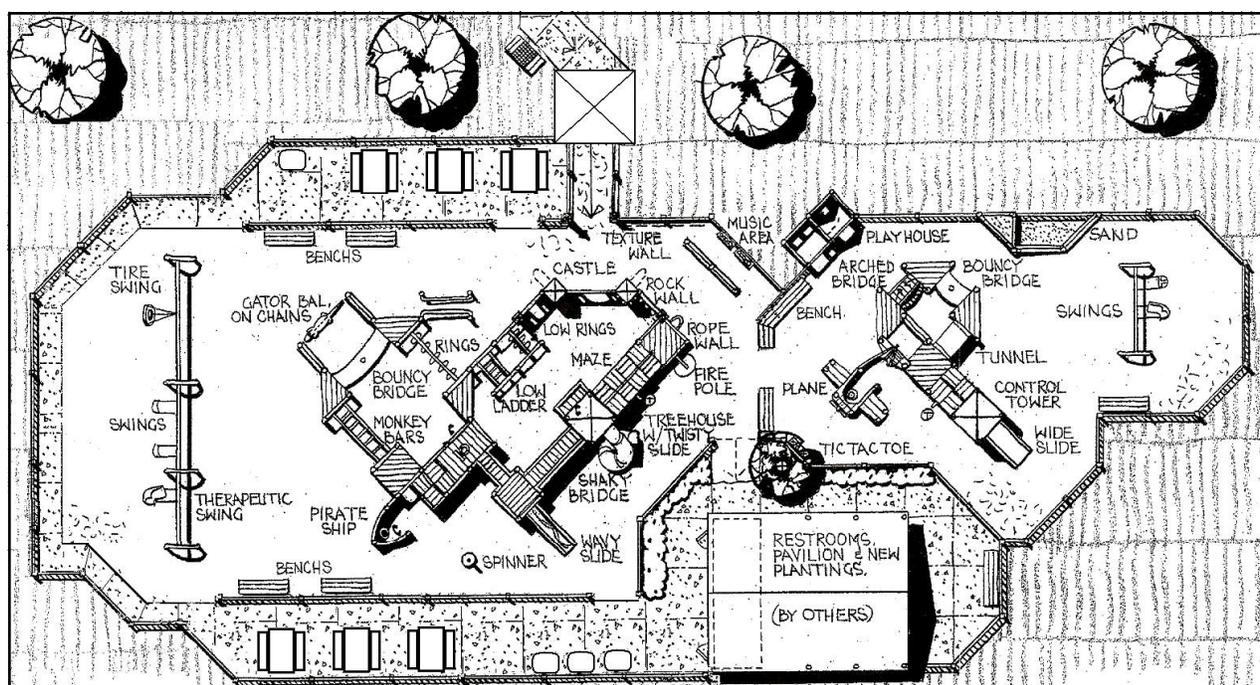
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Introduction to Project, continued

We are looking for a sponsorship, not a handout! When we offer you a sponsorship opportunity with our **playground project**, we are offering more than a place to hang your corporate logo. We will work with you to fully maximize all the community goodwill such a project can generate. Every press release, every interview, and every event is an opportunity for us to show our sincere gratitude to those who are willing to help us make this dream come true. Unlike newsprint ads or special events that last a day, your contribution will be immortalized on our donor wall - giving your business or family a lifetime of recognition for your generosity. This sponsorship package includes a list of suggested donation amounts and various ways in which we can provide recognition. However, you are encouraged to tailor donation amounts and recognition levels to your own needs.

Be creative: Tell us how we can best fulfill your needs and earn your sponsorship and support!



LEATHERS ASSOCIATES

Community Input

Local children received forms with information about the playground along with a request for drawings and playground ideas. The results of their input were used as a basis for our design specifications and were submitted to Dennis, designer with Leathers and Associates, who incorporated many ideas from local children into the final design.



(Design Day Participants — New Market School Children & Designer Dennis)

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Demographic Information

The new playground will be located in **Sharon Johnston Park** which is a county park nestled in the rolling hills of northeast [Madison County, Alabama](#) near [New Market, Alabama](#), about 20 minutes from downtown [Huntsville, Alabama](#). The forested park with its stone and cedar accents consists of over 250 acres and reflects the early settlement look of New Market, the pioneering community of Alabama. The park features a 12-acre fishing lake, Olympic-size swimming pool where children can take swimming lessons, outdoor track, soccer fields, campground facilities, picnic shelters & large pavilions, horse arena, and open air barbecue grills. All facilities are handicap accessible.

The park was originated and developed by former County Commission Chairman [James Record](#) and completed by former County District One Commissioner Tillman Hill and the Madison County Commission. The Madison County Commission along with the Department of Conservation and Natural Resources entered into an agreement with the Johnston Family, previous owners of the park property, to dedicate Sharon Johnston Memorial Park on June 4, 1979. The park was named for Sharon Johnston, a stunt pilot who died at the age of 31 doing what she **loved**, stunt flying.

Although New Market was the first area settled in Madison County, the town has never been incorporated. The New Market community has a population of approximately 2,300. However, we have 7 elementary schools and over 6,000 students in the northeast Madison County school system. Sharon Johnston Park serves both the New Market community as well as neighboring communities throughout northeast Madison County. The total county population is in excess of 325,000.

The park is home to Madison County Recreation programs and offers pavilion rentals for birthday parties, family reunions and other special events. Stage area is available adjacent to the lake. Fishing is allowed in the lake, which is annually stocked with catfish, bream, bass and crappie.



Numerous events such as the Youth Fishing Rodeo and Older Americans Festival are held annually at the park along



with youth cross country and swim meets.



With the addition of our new and unique custom playground feature, we believe the park will attract additional visitors from throughout the area.



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Budget & Fundraising Plan

(As of January 10, 2011 — all figures are estimates for budgetary purposes only)



Playground Budget: **\$150,000**

Bathroom & Pavilion Budget: **\$35,000**

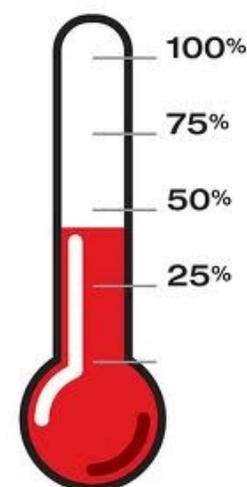
Fundraising plan:

Engraved Picket, Tile, & Stone Sales \$50,000

Component Sponsorships \$90,000

Business & Individual Sponsors \$25,000

Grassroots Fundraising Events \$20,000



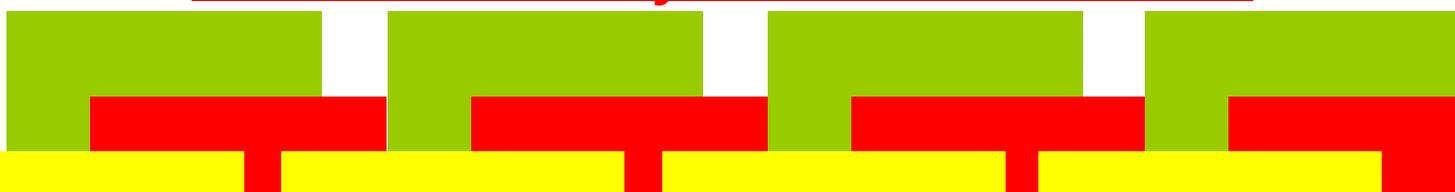
Total Fundraising Goal **\$185,000**

Fundraising Deadline **April 15, 2011**

➔ Total Funds Raised to Date **\$72,000**



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Sponsorship Recognition

Logo and Message Placement

Our message will be spread throughout Huntsville and Madison County through a variety of media methods. As a sponsor, we will place your corporate name and logo on printed material including:

- Newsletters
- Flyers
- Brochures
- Direct Marketing Mailers
- Invitations
- Signage at events



Media Coverage

We will take every opportunity to thank our major sponsors through the media to include:

- Identifying major contributors in press releases
- Recognizing major contributors during interviews

Internet Visibility

All sponsors will be recognized on our website. Depending on contribution level you will receive:

- Logo placement on the homepage
- Cross linking to your homepage
- Inclusion of event photos in our photo gallery



Visibility of Corporate Representatives

Major sponsors will be invited to participate as honored guest at all significant events to include:

- Ground breaking ceremony
- Ribbon cutting at grand opening ceremony
- Introduction as an esteemed guest at designated events

Long Term Recognition

Recognition will not end with the ribbon cutting ceremony. Your sponsorship will be permanently memorialized as part of the playground on our donor board.

Be Creative

Do you have your own idea on how we can credit your generous contribution?



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Sponsorship Recognition Levels

Lifetime Supporter

\$25,000

- Special recognition permanently placed at site on donor wall
- Recognition on website & logo displayed
- Logo included on all printed materials
- Invitation to attend all newsworthy events
- Invitation to ground breaking
- Recognized at ribbon cutting ceremony
- Business name and logo on build t-shirts
- Corporate information included in media/press packet



Platinum

\$10,000

- Platinum level recognition permanently placed at site on donor wall
- Recognition on website
- Invitation to attend all newsworthy events
- Invited to ground breaking
- Recognized at ribbon cutting ceremony
- Corporate information included in media/press packet

Gold

\$5,000

- Gold level recognition permanently placed at site on donor wall
- Recognition on website
- Invitation to ground breaking
- Recognized at ribbon cutting ceremony

Silver

\$1,000

- Silver level recognition permanently placed at site on donor wall
- Recognition on website
- Invitation to ground breaking

Bronze

\$500

- Bronze level recognition permanently placed at site on donor wall
- Recognition on website
- Invitation to ground breaking



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Component Sponsorship Opportunities

In addition to our **sponsorship recognition levels**, we also have **playground components, equipment, and other structures** available for sponsorship. All sponsors will be recognized on our website, as well as, permanently recognized on the sponsored component or on the playground donor wall. Component sponsorship opportunities are listed below and are available on a first-come first-serve basis. If there is a component that you desire to sponsor, please contact our fundraising coordinator asap to reserve and forward your remittance form with payment to ensure availability.



Major Component

	Price
<input type="checkbox"/> Pirate Ship*	\$2,500
<input type="checkbox"/> Tree House	\$2,000
<input type="checkbox"/> Spinner	\$2,000
<input type="checkbox"/> Tunnel*	\$1,600
<input type="checkbox"/> Castle	\$1,500
<input type="checkbox"/> Maze*	\$1,500
<input type="checkbox"/> Plane*	\$1,500
<input type="checkbox"/> Playhouse*	\$1,200
<input type="checkbox"/> Control Tower	\$1,200

Climbers

<input type="checkbox"/> Rings	\$1,900
<input type="checkbox"/> Arched Rock Wall*	\$1,600
<input type="checkbox"/> Horizontal Ladder	\$1,300
<input type="checkbox"/> Shaky Suspension Bridge	\$1,350
<input type="checkbox"/> Rope Climbing Wall	\$950
<input type="checkbox"/> Fire Pole	\$850
<input type="checkbox"/> Bouncy or Arched Bridge	\$800 ea
<input type="checkbox"/> Tot Bouncy Bridge*	\$750
<input type="checkbox"/> Low Rings*	\$600
<input type="checkbox"/> Low Ladder*	\$550

(*Asterisked Items denote Accessible Items)

(Example Photos are included above for reference)

Slides

	Price
<input type="checkbox"/> Twisty Slide	\$4,000
<input type="checkbox"/> Wavy Slide*	\$1,500
<input type="checkbox"/> Wide Tot Slide*	\$1,000

Swings

<input type="checkbox"/> Tire Swing	\$3,500
<input type="checkbox"/> Swing Bays* (5)	\$3,200 ea

Tactile / Sound / Special Needs

<input type="checkbox"/> Tap Tubes*	\$1,000
<input type="checkbox"/> Sandbox	\$900
<input type="checkbox"/> Accessible Parallel Bars*	\$900
<input type="checkbox"/> Sound Wall*	\$700
<input type="checkbox"/> Tic Tac Toe*	\$550
<input type="checkbox"/> Phones*, Game Table*, or Sand Table*	\$500 ea
<input type="checkbox"/> Gator Balance on Chains	\$350



Other

<input type="checkbox"/> Trash Receptacles (4)	\$1,000 ea
<input type="checkbox"/> Benches (4)	\$1,000 ea
<input type="checkbox"/> Picnic Tables (6)	\$2,500 ea
<input type="checkbox"/> Stone Pillar Entrance (4)	\$5,000 ea
<input type="checkbox"/> Mulch Surface (4)	\$5,000 ea

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Remittance Instructions

It's time to build the playground! You can help the children of our community and the Play at Sharon Johnston Park Project Committee make this community-built playground project a reality by making a monetary donation, adopting a playground component, and volunteering during construction week. We hope that you find this opportunity to display your business name as a **valuable form of forever advertising** or your family's name as a **wonderful forever memorial**.

Thank you for supporting the children of our community for generations to come.
All donations are TAX DEDUCTIBLE.



Please make donations payable to:
Madison County AL
Memo: Sharon Johnston Park Playground Project
PO BOX 36
Attn: Jenny Barrett, Park Director
New Market, AL 35761
(256) 990-9791

Let's Build a Playground



Remain Anonymous

Business, Organization or Family Name to be listed on playground component or on donor wall

Address

City, State, Zip

Phone

E-mail

\$ Amount Enclosed

Proud Sponsor of the Playground as a:

- Lifetime Sponsor — \$25,000 and up
- Platinum Sponsor — \$10,000
- Gold Sponsor — \$5,000
- Silver Sponsor — \$1,000
- Bronze Sponsor — \$500
- Component Sponsorship - Name of Component



(New Market School — Winners of the Coin Drop Challenge & Design Day Participants)

Thank
you

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Thank You!

Here are just a few of the children from the northeast Madison County Elementary Schools sharing their gratitude to you for helping bring their playground to a reality!

Jessica

Noah

Evan Allauna

Bailey

ASHLEY

Walter



Kaitlyn

Josh

Taylor

ALYSSA

Lacey

Isaac

Case

Karigan

Jarrett

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